

# BRAND MANUAL

## BASIC ELEMENTS

**GB** FOODS

## BRAND

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GBfoods logo is above all warm, compact, and functional. Typographically constructed with softness due to their rounded forms and friendly characters that work in a digital and print world. With a strong, alive orange color we give life to GBfoods.

The logo for GBfoods is displayed. The letters 'GB' are in a large, bold, rounded orange font. To the right of 'GB', the word 'FOODS' is written in a smaller, bold, dark grey font, oriented vertically.

**GB**  
**FOODS**

## FORMATS

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GBfoods has 3 versions of its own logo, the main, the Purpose and the company version. Each logo has a different use.

### Main Logo

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### Main Logo with Brands

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### Logo Purpose

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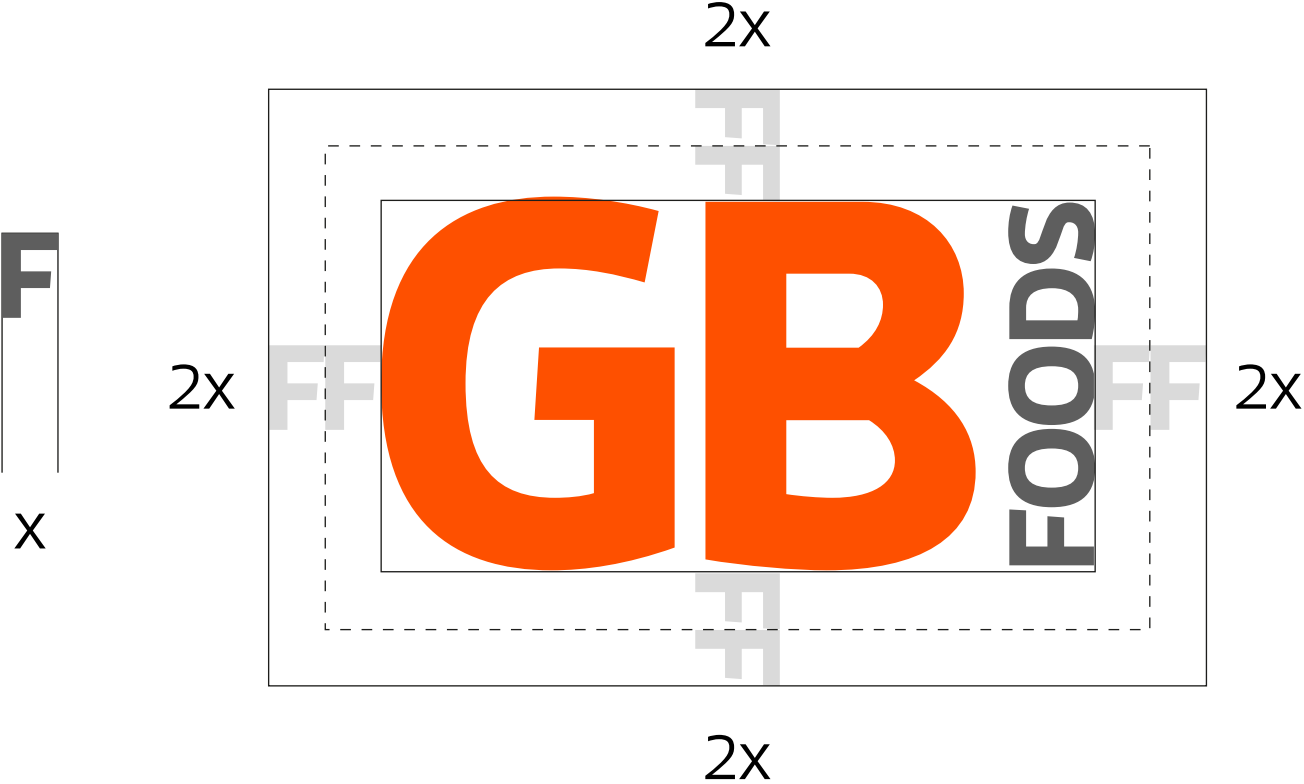
### Logo Endorsed

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**CLEAR SPACE AREA**

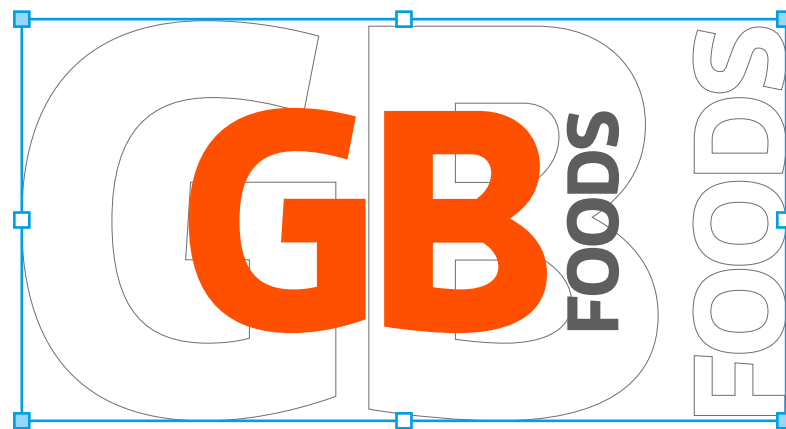
To ensure the brand is correctly applied and perceived, we've determined safety margins that establish a minimum distance with respect to the texts and/or other graphic elements that constitute the logo's "F".



## MAXIMUN AND MINIMUN SPACES

When changing the brands size always modify the logo without deforming the original proportions. The minimum size of the logo is 15 mm wide or 43 pixels for the digital conversion.

For the endorsed version the minimum size is 100 pixels wide.



**GB**  
FOODS

15 mm  
43 pixels

A **GB**  
FOODS company

38 mm  
110 pixels



## MAIN VERSIONS

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These are the correct versions for GBfoods logo. You can find them in the Logotypes section in various formats.

Positive - Color

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Positive - One Color

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Negative - Color

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Positive  
Black and White (BW)

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Negative  
Black and White (BW)

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## PURPOSE VERSIONS

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These are the correct versions for GBfoods Purpose logo. You can find them in the Logotypes section in various formats.

### Positive - Color

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### Positive - One Color

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### Negative - Color

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### Positive Black and White (BW)

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### Negative Black and White (BW)

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## COLOUR

GBfoods chromatic range is vital and alive. The corporate colour is Pantone 021 Orange. A pure, brilliant, vibrant orange that has personality and is direct, striking... It is the colour of a leader, not afraid to stand out. The colour references are specified below for each case.

# GB FOODS

**Pantone** *(Used for special color version in print)*

 **Pantone Orange 021c**

 **Pantone Gray 425c**

**RGB** *(Used for screen and light applications)*

 **R - 254, G - 80, B - 0**

 **R - 94, G - 94, B - 94**

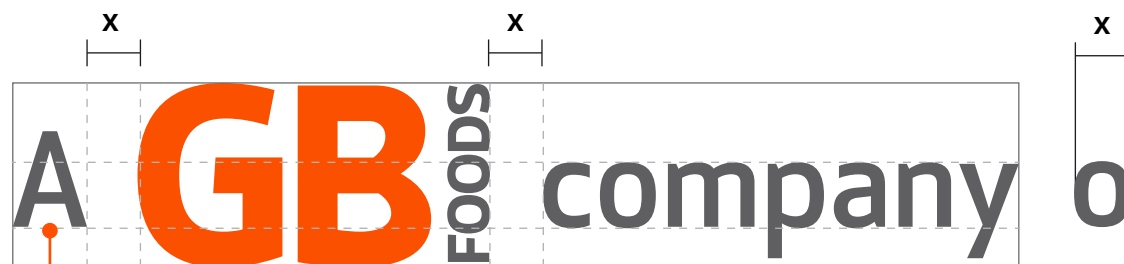
**CMYK** *(Used for digital printing and no special color versions)*

 **C - 0, M - 73, Y - 100, K - 0**

 **C - 0, M - 0, Y - 0, K - 76**

## ENDORSED STRUCTURE

The structure of the logo keeps the spacing and balance intact for big and small formats.



### APEX NEW MEDIUM

Aa1

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@.~\$%&/()=?

## ENDORSED VERSIONS

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These are the correct versions for GBfoods Endorsed logo. You can find them in the Logotypes section in various formats.

Positive - Color

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A **GB** FOODS company

Positive - Color

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A **GB** FOODS company

Positive - One Color

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A **GB** FOODS company

Positive - Color

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A **GB** FOODS company

Negative - Color

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A **GB** FOODS company

## ENDORSED COMPANY SPACES

When using the endorsed version of the brand, the logo always must be situated below the other brand justified to the left. The "x" length comes from the letter "B" of the logo.

X  
B



## HORIZONTAL COEXISTENCE SPACES

When using the main logo and coexistence with other brands of the company it's vital to keep the hierarchy of GBfoods. Depending on the space you have and the number of Brands you include, space can be reduced never losing visibility. The "x" length comes from the word Foods and you can see in the picture.

x | FOODS



## PRIMARY TYPOGRAPHY

A simple, modern and human friendly font is used to give its original and recognisable touch to become a true feature of the brand's visual personality.

It is used in its Light, Book, Medium, Bold and Heavy versions, as well as italic versions. This font will be used by the design studios and agencies.

**Aa1** APEX NEW LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW HEAVY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW LIGHT ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW BOOK ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW MEDIUM ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW BOLD ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

**Aa1** APEX NEW HEAVY ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/'()=?

## COMPLEMENT TYPOGRAPHY

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For internal purposes or applications that technically do not support the corporate font, for example the web page or ppt presentations, we'll use all versions of Calibri.

Aa1

### CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

Aa1

### CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

Aa1

### CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

Aa1

### CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

Aa1

### CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

Aa1

### CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?

## INCORRECT USE

The logo has certain dimensions and proportions determined by composition, hierarchy and functionality.

These sizes and proportions cannot, under any circumstance, be modified.



Don't deform the logo's proportions



Don't bend the logo



Don't change the logo proportions



Don't rearrange the logo's elements



Don't change the logo's color



Don't change its typography



Don't rotate the logo



Don't add elements inside the logo



Don't erase elements from the logo



Don't use the logo on top of related colors



Don't add effect to the logo



Don't use the logo in busy pictures places



## INCORRECT WRITTEN USE

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When the GBfoods brand is written, it should be expressed as shown in the example.

### CORRECT

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This is an example with GBfoods written the right way.

### INCORRECT

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This is an example with ~~GBFOODS~~ written the wrong way.

This is an example with ~~GBFoods~~ written the wrong way.

This is an example with ~~Gbfoods~~ written the wrong way.

This is an example with ~~GbFoods~~ written the wrong way.

# BRAND MANUAL

## BASIC ELEMENTS

**GB** FOODS